

## Message Text

UNCLASSIFIED

PAGE 01 HAMBUR 01081 291557Z

ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 USIA-15 /036 W

-----100249 291726Z /46

R 291530Z AUG 77

FM AMCONSUL HAMBURG

TO USDOC WASHDC

INFO AMEMBASSY BONN

AMCONSUL BREMEN

AMCONSUL FRANKFURT

AMCONSUL MUNICH

AMCONSUL STUTTGART

USMISSION USBERLIN

SECSTATE WASHDC 4348

UNCLAS HAMBURG 1081

E.O. 11652: N/A

TAGS: BEXP, GW

SUBJECT: U.S. BUSINESS INFORMATION OFFICE (BIO) AT HANNOVER FAIR,

APRIL 19-27, 1978: REQUEST FOR DEPARTMENT OF COMMERCE

(USDOC) FUNDING

REFERENCE: HAMBURG 603

1. ACTION REQUESTED: WE BELIEVE THE HANNOVER FAIR AUTHORITIES HAVE RESPONDED POSITIVELY TO OUR REQUEST FOR BETTER PUBLICITY AT THE 1978 HANNOVER FAIR. FOR THIS REASON AND THE REASONS ENUMERATED IN PARA 8 OF REFTEL, WE THEREFORE RECOMMEND PARTICIPATION IN THE 1978 HANNOVER FAIR AND REQUEST FUNDING FROM USDOC IN THE AMOUNT OF DOLLARS 10,000. OUR ORIGINAL INTENT WAS TO REQUEST DOLLARS 8,000. HOWEVER, RENT HAS BEEN INCREASED BY DM 1,575 AND WE EXPECT SOME INCREASE IN COSTS OF SERVICE, UTILITIES, AND PUBLICITY.

2. WE REPORTED IN REFTEL THAT OUR RESULTS AT THE 1977

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HANNOVER FAIR DID NOT MEET OUR EXPECTATIONS AND WERE SLIGHTLY LOWER THAN THOSE OF 1976. WE ATTRIBUTED THIS LARGELY TO THE FAIR AUTHORITY'S FAILURE TO GIVE APPROPRIATE PUBLICITY TO THE INTERNATIONALER TREFFPUNKT (INTERNATIONAL MEETING PLACE) WHERE OUR BIO WAS LOCATED. WE INFORMED THE FAIR AUTHORITIES OF OUR DIS-SATISFACTION IN FORTHRIGHT TERMS. THE FAIR AUTHORITIES

HAVE NOW ASSURED US THAT THE INTERNATIONALER TREFFPUNKT WILL NO LONGER BE LABELLED CONGRESS CENTER BUT EXCLUSIVELY INTERNATIONALER TREFFPUNKT (IT). FURTHERMORE, THEY HAVE UNDERTAKEN TO PUBLICIZE THE PRESENCE OF OFFICIAL AUTHORITIES AT THE HANNOVER FAIR DEALING WITH ECONOMIC PROMOTION AND REGIONAL INDUSTRIAL DEVELOPMENT UNDER THE RUBRIC "WIRTSCHAFTSFOERDERUNG UND INDUSTRIEANSIEDLUNG (ECONOMIC PROMOTION AND REGIONAL INDUSTRIAL DEVELOPMENT)." THIS RUBRIC WILL APPEAR IN: A) THE FAIR'S ADVANCE PROSPECTUS (6 LANGUAGES, 150,000 COPIES); B) THE FAIR'S GENERAL VISITORS' PROSPECTUS (20 LANGUAGES, 770,000 COPIES; C) THE FAIR'S GENERAL PRESS ADVERTISING; D) ENTRY IN PRODUCT INDEX OF FAIR'S CATALOG AND E) ENTRY IN THE FAIR'S ELECTRONICS VISITORS' INFORMATION SYSTEM (EBI). WE BELIEVE THESE ASSURANCES LARGELY SATISFY THE REQUESTS WE MADE OF THE FAIR AUTHORITIES. KISELYAK

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## Message Attributes

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**Subject:** U.S. BUSINESS INFORMATION OFFICE (BIO) AT HANNOVER FAIR, APRIL 19-27, 1978: REQUEST FOR DEPARTMENT OF COMMERCE (USDOC) FUNDING  
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**Review Markings:**  
Margaret P. Grafeld  
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